CEC Entertainment Chuck E. Cheese's Weekly

May 3, 2002

Here's What You'll Find Inside...

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It seems like only yesterday you were serving your first pizza and playing your first Pinball game in San Jose, CA. Look at you now, sliding thru Sky Tubes and opening 35 new stores a year. Who would have thought that a mouse with big ears and a friendly smile would brighten the lives of so many children? With your dedication to ensure that Every Guest Leaves Happy and your willingness to adapt and succeed, Chuck E. Cheese's has become the Premier Family Fun Entertainment concept.

Happy 25th Birthday Chuck E. Cheese!!



Hey! Here's another GREAT display idea from some of the locations!
Prop up 2 Pop Mini boxes and display the camera, the case and the film on the outside as shown. Sales go up when the guest sees all the COOL stuff that comes with this prize!

FROM ELISE GERARD IN THE TRAINING DEPT.

I say "Happy", you say "Birthday"!
How are we doing with our Walk-in Birthday Execution?

As I travel around the Western Region I see our stores doing an excellent job with the Kid Check persons responsibilities.

1. **"Crown the King/Queen at Kid Check"**
2. **Yellow Balloon with name /age.**

But in some stores during Peak periods if you have a lot of Walk-in Birthdays, we don't always execute the other three:

3. **Big Vanilla with the candle.**
4. **Visit from CEC**
5. **"Happy Birthday" song.**

Angela Todd Training GM at the Hulen location in the DFW market has a great service idea to execute all Walk-in Birthdays. This location has a lot of Walk-in Birthdays. (20-30 each day) They recognize the Walk-in B-days at Kid Check, and also take their names. Prior to each Boom Box Live Show, they make the announcement for the Boom Box show and also announce the names of the walk-in B-day guests for that hour, and invite them to participate. We perform 1-2 live shows and then we perform the b-day song (Song #1 on the boom box cd). Each B-day child stands next to CEC holding their Big Vanilla with the candle, and we sing "Happy Birthday". Then they do a HUGE Ticket splash. Great job Angela! We all need to keep looking for ways to make each Guests visit special!

UPDATE FROM MARKETING…….

All locations are participating in an on-pack promotion with Kool-Aid Bursts and Kool-Aid Kool Pops. Details of the promotions and artwork are as follows:

10 Free Game Tokens
$9.99 Large One Topping pizza – listed as "Summer Pizza" on register and a Chance to win 100 tokens instantly!!



REFERRAL BONUSES

CONGRATULATIONS TO THESE INDIVIDUALS FOR THEIR EFFORTS WITH THE MANAGER REFERRAL BONUS PROGRAM:

Employee	Location	Referral	Bonus
Josh Patak	592	Allen Chambers	$500
Jennifer Russell	481	Bryan Chambers	$500
Michael Stewart	738	Gregory Meyer	$500

FOR INFORMATION ON HOW YOU CAN EARN A REFERRAL BONUS, CONTACT YOUR REGIONAL RECRUITER OR RECRUITING DEPARTMENT AT 972-258-5464.

KEEP THOSE REFERRALS COMING!!

MESSAGE FROM TECH SUPPORT

Memo Park Ely Helicopter and Delta Fly rides

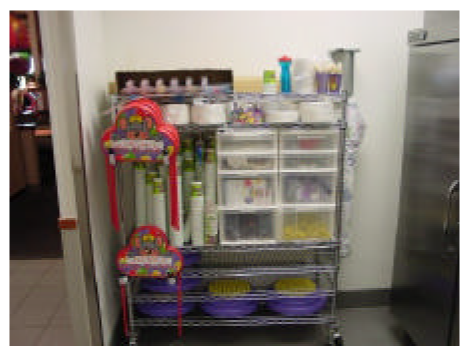
For reliable operation of your Memo Park Ely Helicopter and Delta Fly rides, please follow the steps below to adjust the rotating speed of your ride.

1. First open the triangle shaped access door found on the base of your ride. Inside the access door you should find a plastic box containing a Toshiba Inverter.
2. The Toshiba Inverter has a door on the front that can be opened to make adjustments to the inverter. Inside the cover you will find the following keys MON, ENT, Arrow up and Arrow down.
3. Press the MON key until AUI is displayed on the display unit.
4. Press the Down Arrow key until the parameter UL is displayed. Next press the ENT key to display the parameters value.
5. Use the arrow keys to change the value from 60 to 8. To store the new setting press the ENT key. The parameter and the new setting should be on your display.
6. Press the Down Arrow key to go to the next parameter titled LL. Next press the ENT key to display the parameters value.
7. Using the arrow keys change the parameter value from 15 to 8. Press the ENT key to store the new parameters value.
8. To finish parameter settings, press the MON key twice.

Please call the CEC Technical Support department at 972-258-5458 should you have any questions regarding these changes to your ride.

From the Training Department

Follow Up items – Organization idea:



1) A reminder to order you're A.B.F. supplies within the 1st week of each period. Plan your monthly expenses (budget worksheet), then only spend what you budget and order it at the beginning of each month.
2) Dough Posters: Due to the recent dough changes, you may have the incorrect 2 page dough training posters in your dough area. Your DM has the correct and updated posters on their computer. Please check with them the next time your DM is in your store.
3) Management uniforms must be worn with "Pride"! Once a management shirt is worn out or the color is faded, you must retire that shirt from your wardrobe. The shirts must be laundered and ironed/pressed. As a reminder please see the attached management grooming standards in this weeks mail.
4) Here is a great example of a birthday storage area. This organization idea and picture comes from the Alpharetta, GA team. If you don't have a great set-up, use this one as your guide to improve organization for Birthday supplies.

TOP 20 SALES VOLUME FOR WEEK 17

Rank	Loc #	Location	Sales Volume	Rank	Loc #	Location	Sales Volume
1.	446	Bell, CA..............................	$93,051	11.	109	Burbank, CA.....................	$54,494
2.	465	Torrance, CA.......................	$79,914	12.	325	Fullerton, VA....................	$53,799
3.	418	Sun Valley, CA.....................	$77,578	13.	439	National City, CA.............	$53,031
4.	513	Queens, NY..........................	$61,430	14.	335	Grand Rapids, MI.............	$52,517
5.	453	Ventura, CA........................	$60,361	15.	321	Newark, CA......................	$51,770
6.	841	Brookfield, WI.....................	$59,699	16.	407	Corona, CA......................	$51,064
7.	472	Manchester, NH...................	$58,484	17.	099	Herndon, VA.....................	$50,125
8.	456	Skokie, IL...........................	$57,095	18.	946	Ft. Wayne, IN....................	$48,990
9.	422	Garden Grove, CA...............	$56,994	19.	423	Norwalk, CA.....................	$48,893
10.	393	Moreno Valley, CA..............	$55,137	20.	794	Maple Grove, MN..............	$47,702

TOP 20 SALES INCREASE FOR WEEK 17

Rank	Loc #	Location	% Increase	Rank	Loc #	Location	% Increase
1.	335	Grand Rapids, MI	94.6%	11.	412	Catonsville, MD	61.0%
2.	480	Middletown, NJ	83.6%	12.	500	Brick, NJ	60.9%
3.	060	Evansville, IN.......................	82.1%	13	496	Patchogue, NY...................	60.4%
4.	797	Edina, MN	81.1%	14.	840	Amherst, NY......................	60.1%
5.	525	East Hanover, NJ..................	79.1%	15.	557	Columbus SW, OH.............	60.0%
6.	476	Springfield, MA....................	72.4%	16.	960	Rockford, IL......................	59.5%
7.	473	Brockton, MA.......................	69.5%	17.	501	Paramus, NJ	59.3%
8.	556	North Toledo, OH	66.6%	18.	957	Davenport, IA....................	59.1%
9.	751	North Dartmouth, MA...........	62.4%	19.	067	Metcalf, KS	58.3%
10.	360	Peoria, IL............................	61.9%	20.	568	Lincoln, NE.......................	58.0%

Sponge Bob Square Pants!



Included in your drop ship from Party Direct:

- **132 Sponge Bob Zipper Pulls**
  - Cost is $1.15 each
  - Add as the 6th item in 400 Tickets
- 48 Sponge Bob Wallets
  - Cost is $1.60 each
  - Add as the 6th item in 600 Tickets
- **6 Sponge Bob Backpacks**
  - Cost is $5.75
  - Add to 1500 Tickets

On your 5th period P&L you will see the following charge in your merchandise account: $279.10.
$263.10 for the merchandise and $16.00 for freight.

Limited reorders available – call the Merch. Dept. at #5512

MANAGER/TECHNICAL MANAGER
APPEARANCE STANDARDS

Professional appearance and attire is required for all employees. Your appearance is a direct reflection on CEC's professionalism, and we encourage and expect a professional appearance. CEC asks that you follow these guidelines with regard to clothing and appearance.

Male Managers

- *Shirts:*

Option 1) Long sleeve dress shirts in white, solid light colors or business stripes. Please make sure that the shirt has been **professionally pressed**, and is in good repair (no tears, stains or missing buttons). A tie is required.

Option 2) Chuck E. Cheese's logo shirt in a choice of: long sleeve oxford or short sleeve polo style may be worn in lieu of a dress shirt and tie. These shirts are available for purchase and a tie is not required. **Long sleeve shirts must be professionally pressed. Polo shirts should be washed in cold water with color brighting detergent and non-chlorine bleach. Line dry and press with an iron.**

Standards

- *Pants:* Dress slacks or "Docker" style pants that have been **professionally pressed**.
- *Ties:* Professionally looking tie that is clean and pressed is required (except with casual logo shirts).
- *Shoes:* Dark colored, leather or polishable and closed toe. A non-skid sole for safety and comfort if preferred. Dark colored matching socks are to be worn.
- *Hair:* Clean and neatly styled, no longer than the shirt collar with
- sideburns trimmed and no longer than the bottom of the ear.
- Mustaches are to be neatly trimmed, no longer than the edge of the lip. We do not permit beards, goatees or long sideburns.
- *Jewelry:* A watch, wedding ring and one other ring, such as a class ring is permitted. Men are not permitted to wear earrings.

Female Managers

- *Shirts/Blouses;*

Option 1) A long sleeve blouse in white, solid light colors or conservative, business stripes. Please make sure that the blouse has been **professionally pressed** and is in good repair. No sheer fabrics are permitted. A female tie, jacquard, or scarf is required.

Option 2) Chuck E. Cheese's logo shirt in a choice of: long sleeve oxford, or short sleeve polo style may be worn in lieu of a blouse with a tie, jacquard or scarf. These shirts are available for purchase and a tie, jacquard or scarf is not required. **Long sleeve shirts must be professionally pressed. Polo shirts should be washed in cold water with color brighting detergent and non-chlorine bleach. Line dry and press with an iron.**

Standards

- *Pants/Skirts:* Dress slacks or "Docker" style pants that have been **professionally pressed**. Skirts in a conservative, solid color with a length that is no shorter than two inches above the knee.
- *Shoes:* Dark colored, leather or polishable and closed toe with a maximum heel height of 2½". Non-skid sole for safety and comfort is preferred. Coordinating hose or socks are to be worn (please, no print or patterned hose).
- *Hair:* Clean and neatly styled, with hair that is below the shoulder to be clipped or tied back behind the head.
- *Jewelry:* A watch, wedding ring and one additional ring together small, post or loop style earrings (no larger than a dime and no dangling styles). Earrings must be worn in pairs, one earring in each ear. Jewelry should be kept to an absolute minimum to prevent interference with the safe operation of equipment.
- *Other:* Nails should be clean and neatly trimmed, clear or light colored polish only is permitted. Nails should not be longer than ¼" past the end of the fingertip for safety and sanitation.

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